

Here Is a Full and Complete List of the Wonderful Gold Prizes The Salt Lake Tribune Will Give Away ABSOLUTELY FREE

IN ITS

New Booklovers' Picture Game

Enter This Contest Today

YOU CAN ENTER CONTEST AT ANY TIME.
Order the paper sent to you for three months, beginning with issue of day your order is received.
Get in the contest right now. It is just becoming interesting.
Don't miss a single picture. Get this paper every day.

\$1500.00 IN GOLD AND ORDERS

FIRST PRIZE IS	\$300.00 IN CASH
SECOND PRIZE IS	\$200.00 IN CASH
THIRD PRIZE IS	\$100.00 IN CASH
FOURTH PRIZE IS	\$ 50.00 IN CASH
5TH, 6TH, 7TH AND 8TH PRIZES ARE \$25 EACH	\$100.00 IN CASH
9TH TO 18TH PRIZES ARE \$20.00 EACH	\$200.00 IN CASH
19TH TO 28TH PRIZES ARE \$10.00 EACH	\$100.00 IN CASH
29TH TO 68TH PRIZES ARE \$5.00 EACH	\$200.00 IN CASH
100 PRIZES OF \$2.50 EACH, ORDERS ON ANY MERCHANT ADVERTISING IN THIS NEWSPAPER	\$250.00

ONE HUNDRED AND SIXTY-EIGHT PRIZES, TOTALING \$1500.00

Subscription Rates

Daily and Sunday by carrier, \$1.00 a month. Daily and Sunday by mail for three months, \$1.00 per month. Price of paper per single copy daily, 5 cents; Sunday, 5 cents.

THE ANSWER BOOK

Picture No. 15.

October 26, 1913.



Title
Name
Street
City

Get An Answer Book—It Contains 77 Pages and 35 Pictures Free

IMPORTANT: When calling or writing for Answer Books use this Blank.
Answer Books, with pictures are 75 cents to subscribers (\$80 by mail); to nonsubscribers, they are \$1.00 without pictures; (\$1.10 by mail).
No Answer Books will be sold without this Application Blank.

USE THIS ORDER FORM FOR THE ANSWER BOOK

Booklovers' Contest Editor,
The Tribune, Salt Lake City.
Find herewith 80 cents (75 cents at office), for which deliver to me your Answer Book and 6 certificates, returnable as the pictures appear in the contest, for Pictures Nos. 26 to 70. In consideration of the above I agree to take or continue to take your paper for a period of three months from date.

Name
Street and No.
City State

The principal features in connection with this contest are copyrighted by the Booklovers Contest Co., San Francisco, Cal.

We are going to tell you about two big features of this Picture Game:
First—About the Answer Book, a blank book in which you may write as many as ten different titles to each picture, a total of 770 titles in all.
Second—About the way this answer book, in addition, puts you right on the trail of twenty correct titles.

What the Answer Book Is

The Answer Book is, as its name suggests, a book designed to aid contestants in submitting answers to the pictures. It is shaped somewhat like a stenographer's note book, opening from the bottom, like a note book, not from the side, like a story book. The pages are numbered from 1 to 77, to correspond to the numbers of the pictures. Each page has ten blank spaces marked off on it.

The rules permit from one to ten answers to be submitted to each picture. And in an Answer Book you can submit as many as the limit of ten different answers to each picture.

For Instance

You look carefully at picture No. 5, let us say. Then, in your search through the catalogue for the book title it represents, you find perhaps four titles you would like to submit as answers to it. You simply open your Answer Book at page 5, and there write down the four titles you wish to submit as answers to picture No. 5.

You look through the catalogue, let us say, for answers to picture No. 8, and find perhaps ten titles you would like to submit as answers to it. So you open your Answer Book at page 8, and write down the ten titles you wish to submit as answers to picture No. 8.

You look through the catalogue for the correct title represented by picture No. 3, let us say, and find two titles you would like to submit as answers to it. Open your Answer Book at page 3, and write down the two answers you wish to submit to picture No. 3.

Each page has ten blank spaces ruled off on it, then, where you can submit, if you wish, as many as ten different answers to each picture.

And when all 77 pictures have been published, and you have looked at them all carefully, gone through the catalogue, and written in the Answer Book the answers you wish to submit to each one, you simply write your name and address in the book, wrap it up, and bring or mail it in as your set of answers.

IF YOU HAVE AN ANSWER BOOK YOU CAN MAKE AS MANY AS TEN DIFFERENT ANSWERS TO EACH PICTURE. YET YOU WILL NOT HAVE TO SECURE MORE THAN THE ONE COPY OF EACH PICTURE YOU USE TO STUDY OVER. And these are printed in The Tribune, of course, so you get them free.

If you do not have an Answer Book you must submit each answer you make on a separate picture and coupon. If you make ten answers to a picture, and do not have an answer book, you must secure ten separate copies of that picture, and submit each answer on a separate one.

But no need of that, when the Answer Book is given you, at such ridiculously easy terms. The Tribune does not want you to be compelled to make a large outlay for extra pictures on which to make extra answers. Therefore it offers the Answer Book—a cheap little booklet in which you may make ten different answers to each of the pictures.

How the Answer Book Gives You the Key To Twenty Correct Titles.

The Answer Book has another value—it actually tells you the pages of the catalogue on which you will find the correct titles to twenty of the pictures.

One page of the Answer Book (not one of the 77 numbered pages, but a special page) is devoted to this helpful "Key to twenty of the correct titles." On this page the numbers of twenty pictures are printed, one beneath the other. Opposite each number is given the number of the catalogue page, and the column, in which the correct title to that picture is to be found.

Each page of the catalogue has two columns of titles on it. And you are told in which column—right hand or left hand—the correct title is located.

For example: Suppose one of the "Keyed" pictures is No. 4. Then you will find No. 4 printed among the twenty numbers, and the notation—"The correct title to this picture will be found on page 6 (let us say), right hand column." So you will open your catalogue at page 6, look down the right hand column of titles, and surely you will be able to say at once which of the titles in that column the picture was drawn to represent.

That makes it pretty easy to solve twenty of the pictures, doesn't it? And the Answer Book contains the key to them.

So the Answer Book Has Two Values.

First—It permits you to make in it as many as ten different answers to each picture.

Second—And gives you the key to the correct title of twenty of the pictures.

The Answer Book will go on sale tomorrow. Price, \$1.00, or \$1.10 by mail. If you agree, when getting the Answer Book, to take The Tribune, or keep on taking it, for three months, the Answer Book will be given you at the SPECIAL BARGAIN PRICE of 80 cents. Look at the order form.

Safeguarding The Booklovers' Game

Three of Salt Lake's most prominent men will judge this Booklovers' game.

The judges in the great \$1500 Booklovers' Game will be announced later on in the contest.

In other cities the judges in Booklovers' Game were Governors of States, Judges of the Supreme Court, the Mayors of Cities, Postmasters, Clergymen, Priests, etc.

The Judges in The Salt Lake Tribune's Game will be men of absolute integrity and of the highest standing.

Some time before the end of the Game the complete list of book titles will be deposited in a local bank under the direction of the Publisher of this paper and the three judges.

The list of correct titles will not be withdrawn until all sets of answers have been received and entered on a record. **THE SYSTEM THAT WILL BE USED WILL MAKE IT IMPOSSIBLE FOR AN ERROR TO OCCUR AND A DOZEN SAFEGUARDS WILL BE THROWN AROUND THE CHECKING OF THE SETS AND THE PUBLIC WILL BE INVITED TO WITNESS THE CHECKING.**

The 77 titles as selected during the Game will be known to the Publisher, and the reputation of this newspaper stands as a guarantee to all contestants of an absolutely fair and impartial awarding of the prizes.

How you can win your share of this money and start in the Picture Game today. Picture No. 15 is published today. Fourteen pictures already published will be given to you FREE with the catalogue. This catalogue contains all of the correct titles to the pictures.

So, with the catalogue and the free pictures in your possession you will be on equal terms with anyone.

You can easily solve the pictures. Each picture represents the title of a book. There will be seventy-seven pictures in all. One picture is published each day in The Salt Lake Tribune.

USE THIS ORDER BLANK FOR CATALOGUE

If you cut this order form, fill it out and send or bring it in with the sum designated, you will receive the Official Copyrighted Catalogue of about 5000 book titles, and seven certificates redeemable for the first thirty-five pictures in the contest. In the catalogue are all the correct titles to the seventy-seven pictures. Catalogue, 40 cents at this office, 40 cents by mail.

Booklovers' Contest Editor,
The Tribune, Salt Lake City.
Inclosed find 40 cents, for which send me a Booklovers' Contest Catalogue of about 5000 book titles and the seven certificates redeemable for the first thirty-five pictures.

Name
Street and No.
City State